

## CLAIMS

I Claim:

~~Claim 1 - A system for the display of advertisements over two communication mediums comprising:~~

~~sequester means to sequester advertisements in a first format into a second format;~~

~~display means to display said second format; and~~

~~refresh means to refresh the second format when the first format changes;~~

~~wherein said refresh means provides commonality in the advertisement between said first format and said second format.~~

~~Claim 2 - A process for the display of an advertisement over two separate communication mediums comprising:~~

~~sequestering advertisements in a first format into a second format;~~

~~displaying the second format;~~

~~refreshing the second format when the first format changes; and~~

~~wherein refreshing provides commonality in the advertisement between the first format and the second format.~~

~~Claim 3 - A system for displaying an advertisement in two distinct communication comprising:~~

~~an editor means for formulating the advertisement on a tangible medium;~~

~~a printing means for producing the advertisement in a paper medium;~~

a file transfer means to transfer the advertisement from said editor means to a universal remote locator; and

a means to permit access to said universal remote location to view the advertisement from a visual display unit until said advertisement is replaced with a more current advertisement generated from said editor means.

Claim 4 - A process for displaying an advertisement on a wide area computer software comprising:

formulating an advertisement for a product or service;

displaying the advertisement in a printed periodical;

transferring an electronic identical copy of said advertisement to a universal resource locator; and

permitting access to the advertisement at the universal resource location.

Claim 5 - The process of claim 4 further including the step of:

replacing the electronically displayed advertisement with a more recently formulated advertisement for commonality between the printed advertisement and the electronic advertisement.